

Who's Who?

Who will get the Job Done?

Many agencies will share responsibility for implementation of the plan. Below is contact information for some of the critical agency project leaders and programs that will participate in physical development, program growth, and promotion of the Anacostia area:

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Many individuals, organizations, and agencies contributed to this vision and will continue to contribute their energies, resources, and expertise through the long process of implementation. These are just a few of the groups who deserve recognition for their contributions:


Government of the District of Columbia
DC Office of Planning

"Trans~Forming Anacostia"

KEEP ON TOP ON THE WEB!

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ANC 8A
ANC 7B
reSTORE DC!
DC Marketing Center
Home Again Initiative
DC Housing Authority
Main Street Anacostia
Anacostia Garden Club
Curtis Brothers Properties
Birney Elementary School
Hillsdale Civic Association
Fairlawn Civic Association
Bethlehem Baptist Church
Barry Farm Resident Council
Anacostia Watershed Society
Fort Stanton Civic Association
Anacostia Coordinating Council
ARCH Development Corporation
Savoy-Krieger Elementary School
Marbury Plaza Tenants Association
District Department of Transportation
DC Commission on Arts and Humanities
Anacostia Economic Development Corporation
Washington Metropolitan Area Transit Authority
Fredrick Douglass Community Improvement Council
DC Department of Housing and Community Development
Office of the Deputy Mayor for Planning & Economic Development

 Government of the District of Columbia
DC Office of Planning

ANACOSTIA TRANSIT AREA STRATEGIC INVESTMENT PLAN

March 2004

Trans~Forming Anacostia: Vision for an Urban Transit Village

Anacostia evolved as a streetcar suburb. Imagine the area surrounding the Anacostia Metro station and new light rail corridor once again a vibrant urban village offering a diversity of goods, services, employment and residential opportunities. Imagine the Anacostia Transit Area restored and anchored by its transit assets and prominently connected to the resources of the region. Imagine a place where walking and transit are the first choice for transportation as convenient and enjoyable modes.

The Anacostia Transit Area Framework Plan seeks to offer more than just a compelling vision. It offers the potential for a future that is founded in market realities, compatible with community objectives, and tested for physical feasibility.

When implemented, now-vacant parcels surrounding the Metro station (1) will be rebuilt with new residential units that provide improved housing options to existing residents while attracting new neighbors to the area. Modest ground floor retail provides convenient services and street level activity that enhances the transit area. New educational and recreational fa-



cilities form a strong civic anchor and provide high quality neighborhood resources. Streetscape improvements make the transit station accessible, inviting and safe from all quadrants of the neighborhood. A wide band of green along Howard Road connects the neighborhood to the redeveloped Poplar Point and improved Anacostia Park.

plement the existing office resources. Studios and workshops for artists, architects, authors and others drawn and inspired by the area's rich heritage are accommodated in new and former light industrial spaces.

The Gateway area at the base of the 11th Street bridge (3) is the nucleus of community activity. Here a diversity of uses enlivens the area 24-hours a day. Workers, shoppers, artists, and residents of all ages and incomes mingle along the restored main street and browse eclectic shops. Offices, residences, and studios look down from above. The new light rail station connects the neighborhood downtown to points north and south. A short walk down the pedestrian "green way" is the quiet haven offered by Anacostia Park and the new riverwalk.

North along the Martin Luther King Jr. main street (2), new housing, offices, artist studios, galleries and national retail define an important new civic gathering space around the Big Chair. W Street is extended beyond a future light rail station and across the highway providing a prominent link into the new Poplar Point Park. New and diverse housing options including condominiums, apartments, restored historic homes, artist studios, and live-work units com-

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TRANS~FORMING ANACOSTIA

In the Market for Change

The public sector investments—i.e. the District Government—can be a catalyst for change, however they will only do so much. Ultimately most properties are privately owned and most development is a private property decision. Because of this, it is critically important to understand the private real estate and economic market and what development the private market will support.

An economic development firm—Hammer Siler George and Associates—was asked to complete an economic analysis of the Anacostia area and evaluate just how much retail, housing, office, and new industrial uses the neighborhood could support over the next 10 years. In general, what they found out was encouraging.

The market analysis found that housing offered the strongest market opportunity in the neighborhood. In fact, additional market-rate housing is likely needed before substantial new retail can be attracted and supported. Fortunately the many amenities the area offers—transit access, a quaint village setting, and breathtaking views of the city—

provide very strong support for private housing development.

The study also found substantial market demand and support for additional retail establishments above and beyond those already existing in the neighborhood. Indications were that convenience retail such as florists, card stores, ice cream parlors, mom and pop groceries, delis, and unique, small independent stores would do particularly well in the neighborhood as they could be sustained by a customer base of local neighborhood residents as opposed to needing to draw customers from across the region. There was also found to be adequate support in the neighborhood for a limited number of new larger retail stores such as shoe, furniture, or book stores or sit-down restaurants.

Retail competition would come primarily from the existing Good Hope Marketplace and planned Skyland Shopping Center. However, even then the competition could be complementary as these two shopping developments serve a regional shopping need and could draw patrons from a larger area

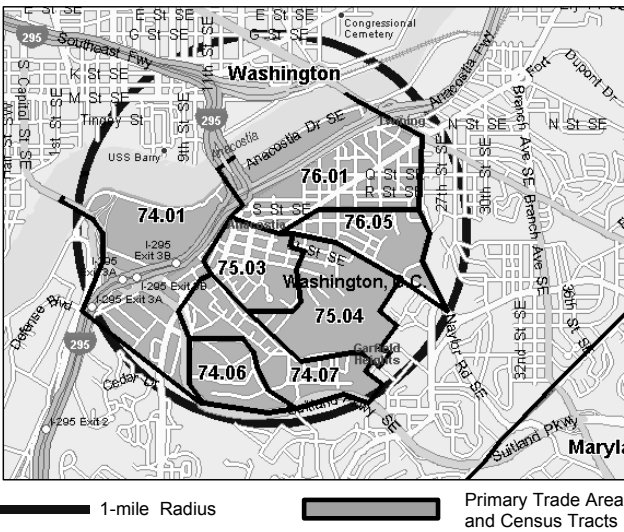
who may then venture down to the Anacostia main street for the more unique, boutique offerings that adapt well to the historic storefronts there.

As several new office developments were already planned for the neighborhood, the market study could not find additional demand for office beyond the proposed developments. Over 350,000 square feet of new office space are anticipated to be delivered to the market within the next 5-8 years accommodating over 600 daytime employees added to the existing local employment base of approximately 4,200. Bolling Air Force Base and Anacostia Naval Annex could also bolster the customer base if transportation connections could be improved to connect them to the transit area.

Similarly no new demand was found for industrial uses. Existing industrial space should be retained and used for creative and catalytic purposes that positively contribute to the neighborhood and local employment opportunities, however there is no apparent need for additional industrial space within the transit area.

The Anacostia Retail Trade Area can accommodate substantial new residential and retail accommodations and leverage the attraction of the area's transit assets, historic character and breath-taking views of the Washington skyline.

Anacostia Retail Trade Area



Anacostia Market Demand Summary

RESIDENTIAL			
Condominium		~ 64 units/year over 10 years	
Market-rate rental		~ 54 units/year over 10 years	
TOTAL		~ 120 units/year over 10 years	
CONVENIENCE GOODS			
	Stabilized Population	Modest Growth	
Convenience retail	60,000 s.f.	100,000 s.f.	
Food and Drink retail	2,000 s.f.	13,000 s.f.	
TOTAL	62,000 s.f.	113,000 s.f.	
SHOPPERS' GOODS			
	Low-Productivity	High-Productivity	
Apparel	11,300 s.f.	5,600 s.f.	
Furniture and Home Goods	7,900 s.f.	5,500 s.f.	
General Merchandise	19,063 s.f.	11,900 s.f.	
TOTAL	38,273 s.f.	23,000 s.f.	
OFFICE:			
	Public	Private	
Existing	—0—	480,000 s.f.	
Planned	270,000	88,000	
TOTAL (public and private)		820,000	

Q There have already been past plans for the Anacostia neighborhood. How is this plan any different?

A Previous plans have been completed for the neighborhood. Instead of reinventing those good ideas, the Anacostia Transit Area Plan builds off of those efforts and factors in new resources and conditions that did not exist when those plans were created—for instance the new light rail transit line, the Anacostia Waterfront Initiative, the new Gateway Government Center, and the Anacostia MetroRail station.

Q Why is there such a focus on creating new residential units? What is so important about housing?

A There are several reasons for the focus on housing. First of all, one of the top concerns of local residents is to improve retail options in the neighborhood—residents want to have cafes, restaurants, bookstores, shoe stores, and sporting goods shops that they can walk to. Shopkeepers and entrepreneurs need to have a large and stable residential base nearby when they consider locations in which to open their business. Economic developers have an adage, “retail follows rooftops” - residential population must be added first before retailers will be attracted to an area. Secondly, the Washington Metropolitan Region is growing and people are looking for places to live. Providing residential units close to metro stations or the new light rail service means people can take transit to work and walk to shops and restaurants. If the population is spread out across the region, people will need to drive to work and retail locations and that may mean more traffic in our neighborhoods and more pollution in the air and water.

Q How will this plan be implemented?

A Many agencies and organizations will play a role in implementing the vision outlined in this plan. Agencies included in the Office of the Deputy Mayor for Planning and Economic Development will coordinate implementation efforts. The private sector plays a critical role in implementation as many of the large parcels of land in Anacostia are privately owned. The city will work with private property owners to support development on those sites.

Q What about the existing businesses and residents—how does this plan benefit them?

A Existing residents will benefit through improved public spaces, pilot programs to improve the historic housing stock, more stores and retail opportunities, and the improved safety that comes with positive street level activity. Existing businesses will benefit with more customers and promotion of Anacostia as a great place to shop, live, play and do business. Property owners will gain a benefit from the added value and demand.

Q Who developed this plan? How was the community involved? Who participated?

A The DC Office of Planning led the planning effort in coordination with several other key agencies including the District Department of Transportation, WMATA, reSTORE DC, Home Again Initiative, and DC Department of Housing and Community Development. The community directly contributed to the plan in many ways. A community Advisory Committee was formed which included area ANC Commissioners, civic and neighborhood association representatives, Anacostia Economic Development Corporation, Main Street Anacostia, and major property owners among others. The Advisory Committee reviewed draft documents and recommended changes. Five general community meetings were held to formulate the plan and then the draft plan recommendations were taken out to individual neighborhood groups for their review. Substantial revision was made to the framework plan based on the input provided through those meetings.

Q What happens next? What can I do to help? How do I find out more?

A Though the framework plan is completed, there is still a substantial amount of work yet to do. The Office of Planning will continue to work with city agencies to coordinate implementation efforts and to pursue the resources necessary to make the plan a reality. Citizens will have a large continuing role in guiding public and private investment in the area and contributing in large and small ways such as promoting the neighborhood and participating in community events and clean ups. Addi-

Questions and Answers:

What You Wanted to Know

Q When will there be any actual change?

A There is already a tremendous amount of investment targeted for the Anacostia Metro Station area—over \$150 million in fact. The first change in the area will likely be the new light rail transit demonstration line which will run on the same location as the existing CSX freight rail tracks. Ground-breaking will take place in spring 2004 and service will begin running in late 2005 or early 2006—a very quick timeframe for such a major infrastructure project.

Q What does this plan have to do with the Anacostia Waterfront Initiative?

A The AWI is a broad framework plan that envisions restoration and regeneration up and down both sides of the Anacostia River within the District of Columbia. This plan augments the AWI by looking specifically at Anacostia, Hillsdale, and portions of Fairlawn to connect these neighborhoods to the waterfront and use the vision of the AWI to catalyze reinvestment in the existing neighborhood, retail districts, and housing stock.

Taking Advantage of Opportunity Sites

Although often considered a liability, the vacant land around the Anacostia Metro station is perhaps the neighborhoods’ most valuable asset. These large vacant parcels, already assembled under a single owner, mean that the neighborhood can enjoy new development without the loss of existing buildings or residents.

And just imagine what these vacant sites might become. The metro station site itself—now not much more than a large expanse of con-

crete—could accommodate scores of new housing units and a number of new shops. The grassy, vacant lot beside Bethlehem Baptist Church could also be a whole new community of homes and shops. The now vacant Nichols Avenue School can be restored as an active civic focus and new recreational space for Savoy Elementary and the community. And the large parking lots surrounding the Lottery Board building could support a strong retail district including a small grocery, national retailers, quality public space, and residential above.

Nichols School

- Restored historic school building
- New auditorium, recreation, and multi-purpose shared space



Curtis Properties

- 200 condos/apartments
- >63,000 sq.ft. of retail (approx. 1 grocery and 3-4 larger retailers)



Metro

Nichols School

Bethlehem Baptist Church

Metro Site

- 300 condos/apartments
- 27,000 sq.ft. of retail (approx. 5-10 retailers mixing local and national stores)



Bethlehem Site

- 230 condos/apartments and houses
- >11,000 sq.ft. of retail (5-8 local retail shops)



Secondary Retail Trade Area

Population	1 mile	3 miles	5 miles
Population	27,436	205,625	554,149
Male	45.2%	46.3%	47.6%
Female	54.8%	53.7%	52.4%

Households	1 mile	3 miles	5 miles
Households	10,348	86,424	240,316
Average Household Size	2.6	2.3	2.2
Owner-occupied	27.0%	36.1%	36.9%

Income	1 mile	3 miles	5 miles
Per Capita Income	\$16,513	\$22,887	\$27,733
Median HH Disposable Income	\$22,647	\$29,054	\$33,603
Average Household Income	\$42,996	\$53,400	\$62,722
Median Net Worth	\$71,990	\$96,836	\$106,735

Consumer Expenditures (\$000)	1 mile	3 miles	5 miles
Apparel	\$24,857	\$239,139	\$741,411
Computers & Accessories	\$1,818	\$20,675	\$72,232
Entertainment & Hobby	\$19,940	\$210,081	\$703,351
Food at Home	\$38,606	\$364,582	\$1,128,127
Meals at Restaurants	\$18,419	\$188,961	\$615,592
Health Care	\$20,066	\$205,498	\$659,026
Household Furniture	\$15,497	\$162,475	\$540,513
Investments	\$14,450	\$177,549	\$648,058
Television, Radio & Sound	\$7,667	\$74,911	\$236,591
Travel	\$11,117	\$128,465	\$451,770
Vehicle Maint & Repair	\$7,627	\$78,418	\$253,170
Avg. Spent per HH	\$16,492	\$19,620	\$22,548

Age	1 mile	3 miles	5 miles
Age 0-4	8.8%	7.1%	6.1%
Age 5-9	9.3%	7.4%	6.3%
Age 10-14	9.8%	7.8%	6.6%
Age 15-24	15.1%	13.5%	14.5%
Age 25-34	13.5%	15.3%	18.0%
Age 35-44	14.2%	15.2%	15.9%
Age 45-54	12.5%	13.6%	13.3%
Age 55-64	8.3%	9.5%	9.1%
Age 65+	8.5%	10.7%	10.0%
Median Age	30.3	34.2	34.3

Sources: ESRI Business Information Solutions, 2003 Estimates & Projections

The Vital Statistics

Anacostia, Barry Farm, Hillsdale, and Fairlawn

Much like the city as a whole, over the last several decades Anacostia has steadily lost population. Also like the rest of the city, the last few years have brought modest positive growth to the neighborhood as residents of the region seek out opportunities to live in the city and close to transit resources to both avoid congestion and time wasted in traffic and enjoy the amenities of the city.

The Anacostia Transit Area market has a large proportion of low- and moderate-income residents and overall lower per capita, household, and family income than the District and metropolitan area. Median annual household income in the 2000 Census ranged from \$14,000 in the Barry Farm community to \$33,000 in the Fort Stanton and Fairlawn neighborhoods – still notably below the District’s average of over \$40,000. Claritas reveals an upward trend in household income in the area.

Home sales have also consistently increased over the last 3 years in both volume of sales and median sales price for single family units.

PRIMARY RETAIL TRADE AREA DEMOGRAPHICS

Population, 2002	21,765	Households, 2002	8,104
Population, 2000	21,762	Households, 2000	8,045
Population, 1990	23,026	Households, 1990	8,281
Housing Units, 2002	9,277	Average Household Size, 2002	2.67
Occupied Housing Units	8,045		
Population by Race, 2000		Income Measurements, 2002	
Black or African-American ¹	96.8%	Per Capita Income	\$15,594/yr.
White ¹	1.1%	Median HH Income	\$35,551/yr.
Hispanic or Latino	1.0%	Median Family Income	\$38,076/yr.
Other	0.4%	Median HH Wealth	\$24,859

¹Note: Non-Hispanic or Latino ethnicities only.
Sources: 2000 data from U.S. Census Bureau; all other data from Claritas, Inc.

Social Compact Study

In 2002 the DC Office of the Deputy Mayor for Planning and Economic Development, along with the DC Marketing Center and in partnership with a team of industry leaders contracted with the Social Compact to conduct the District of Columbia neighborhood Market DRILLDOWN. The intent: to provide the District, the local business community and the related DC neighborhoods with a unique set of dependable business-oriented data and market insights that cannot be assessed through traditional market sources. In Anacostia, the study revealed:

- **A Larger Market:** 13.1% larger population than Census 2000 findings
- **A Growing Market:** market is growing, not shrinking: +2.6% vs. -9.3%
- **Market Income Significantly Stronger than Generally Portrayed:** Aggregate household income found was \$693 million, 17.2% over the Census Upgrade figure of \$591 million.
- **An Active Real Estate Market:** Sales went from 23 single family home sales in 2000 to 144 single family home sales in 2001. Additionally, home values increased 9.5% from \$100,000 in 2000 to \$109,500 in 2001.
- **An Increasingly Safe Market:** Crime is declining: 35.1% reduction in crime since 1995. Total incidents of crime per thousand compares favorably with the same figure for all of DC
- **Homeownership** ranges from 72.2% in Hillcrest to 39.2% in Garfield Heights.
- **Reported Median Income** ranging \$51,912 in Hillcrest to \$34,301 in South Anacostia.
- **Home Values** range from \$192,500 Hillcrest compared to \$87,000 in South Anacostia.

A Closer Look at the Plan

METRO

With 7,000 daily rail riders and even more bus boardings, the Anacostia Metro station is among the busiest outside of the downtown core. The strength of the existing transit resource and the new light rail service draws and supports additional housing opportunities within a short walk of the transit station accommodating existing residents and attracting back Anacostia's middle class base. Modest ground floor retail provides convenient services and street level activity that enhances the transit area. Meanwhile, new investments in educational and recreational facilities establish a strong civic anchor further enhancing the attractiveness and livability of the neighborhood. Significant improvements to pedestrian paths make the transit station accessible, inviting and safe from all quadrants of the neighborhood. A wide band of green along Howard Road connects the neighborhood to the redeveloped Poplar Point and Anacostia Park. The Bethlehem Baptist site on Martin Luther King Jr. Avenue, offering the first opportunity for new development in the neighborhood, is developed with a mixture of single and multi-family homes above new retail establishments facing the Metro.



W STREET

W Street is a critical crossroad as the link from the commercial main street to the historic heart of Anacostia – Cedar Hill, the home of legendary abolitionist and editor Fredrick Douglass. The node is a transition between the retail center at the Gateway and the transportation hub of the Metro station. It offers new and diverse housing options including condominiums, apartments, restored historic homes, artist studios, and live-work units complementing the existing office resources. Studios and workshops for artists, architects, authors and others drawn and inspired by the area's rich African American heritage are accommodated in new and former light industrial spaces. Groceries and national retailers line the sidewalk edge bookending and supporting the diverse boutique offerings of the main street district against additional anchor retail at the gateway site. Enhanced public space around the Big Chair provides an important community gathering place and highlights the importance of this historic crossroad. The current expansive parking lot of Curtis Properties' is redeveloped as a mixed-use development including national retailers and a number of upper floor residential units with commanding views of the Washington skyline.



GATEWAY

The intersection of Good Hope Road and Martin Luther King Jr. Avenue at the base of the 11th Street bridges serves as the gateway and nucleus of activity for the transit area communities. Here a diversity of uses mix to provide lively 24-hour activity. Workers, shoppers, artists, and residents of all ages and incomes mingle along a restored traditional main street filled with eclectic shops at street level with offices, residences, and studios above. A new light rail station connects the neighborhood downtown to points north and south along and across the river. A short walk down the pedestrian "green way" provides a quiet haven from the activity of the village center along the Anacostia Park and riverwalk. The Gateway Site is developed in the early years of the plan as a major local employment center of significant new office, active ground floor uses, and attractive public spaces.



HOUSING REINVESTMENT

The Anacostia Transit Area Plan is not just about building new, but it is very much about reinvesting in the existing community, buildings, and shops that have been in the neighborhood for years.

Many residents in the neighborhood are renters. Helping renters become homeowners is a key aspect of the plan. Pilot programs and demonstration projects will seek to provide existing residents with homeownership training and preparedness so that they may access the many loan products

and financial resources available for homeownership in the neighborhood.

Existing homeowners also need assistance in maintaining their historic homes. The city is developing tools to help homeowners in the neighborhood with historic residential façade improvements, architectural assistance, and connections to networks of quality contractors familiar with the requirements of historic districts. Pilot grant programs and tax benefits are also being explored.



Where to begin?

Achieving the vision for the Anacostia Transit Area is a monumental effort which will take many years to complete. Its implementation will begin with smaller, incremental steps beginning with a number of projects that are already underway. Below are a number of priority implementation steps vital to demonstrating real commitment in bringing the plan to fruition. The important thing is to begin.

Area-Wide

- Enforce clean and safe laws—maintain city property
- Construct Anacostia Demonstration Line with trail
- Explore enhanced transit circulation connecting east and west of the river
- Install pedestrian safety improvements
- Fast-track streetscape improvements
- Improve parks, plazas and public spaces
- Install wayfinding signs
- Connect residents and stakeholders to existing city programs addressing home maintenance, property tax relief, LSDBE small contractor certification and other programs

Metro Node

- Facilitate development of Bethlehem Baptist Church Site
- Support restoration and reuse of Nichols Avenue School
- Facilitate reconstruction of Birney Elementary School
- Redesign and improve MetroBus Plaza at metro station
- Restore and reoccupy Carver Theater
- Facilitate construction of Toyota Training Facility
- Support and facilitate other private development

W Street Node

- Develop strategy to provide shared parking facilities
- Facilitate development of Curtis Properties' Site
- Improve accommodations for Anacostia Clinic
- Fully utilize/occupy government-leased space
- Develop programs to promote historic rehabilitation
- Encourage sensitive infill on vacant sites in historic district
- Attract and promote cultural uses and tenants
- Model low-impact design with storm sewer separation

Gateway Node

- Develop Government Gateway Center
- Enhance connection to Anacostia Park
- Restore historic commercial facades
- Support, promote and expand existing retail
- Attract additional retail
- Review zoning to guide development
- Complete construction of new Anacostia Branch Library

Poplar Point

- Improve pedestrian access to Metro Parking Garage
- Utilize surplus Metro Parking Garage Spaces
- Construct riverwalk trail for bikes and pedestrians